

### AMENDMENTS TO THE CLAIMS

Please add or amend the claims to read as follows:

1. (Currently amended) A memory having stored thereon instructions that when executed result in providing a customizable application, comprising: End-user customizable computer spreadsheet application based expert system for providing information regarding an intent to produce at least one unit of a finished product, the system comprising:

- (a) at least one spreadsheet each with, at least one end user editable spreadsheet block each relating to a particular class of an object and having:
  - i) at least one input spreadsheet cell each associated with an input parameter selected by an end user from a plurality of input parameters,
  - ii) at least one output spreadsheet cell each associated with an output parameter selected by an end user from a plurality of output parameters, and
  - iii) at least one spreadsheet script for receiving input values from at least one input spreadsheet cell, computing output values of at least one end user selected output parameter, and returning output values to their associated output spreadsheet cells; and

b) a hard coded unification builder to generate a unified spreadsheet from at least two spreadsheet blocks whose relations are defined from an input graph. ~~for selectively linking at least two spreadsheet blocks in accordance with an input graph determined in accordance with the intent to generate at least one unified spreadsheet enabling the chaining of at least one production information item between a pair of its constituent spreadsheet blocks.~~

2. (Currently amended) The memory system according to claim 1 having stored thereon instructions providing said customizable application wherein said object relates to the construction of a finished product products, and said unification builder links at least two spreadsheet blocks in accordance with a product description graph logically representing the finished product to generate at least one unified Intent To Production (FTP) product description spreadsheet

including at least one feasible production plan for producing a product in said product description, fulfilling the intent

3. (Currently amended) ~~The system according to claim 2~~ The memory according to claim 2 wherein [a] said spreadsheet block includes instructions for user prompts for assisting in the entry of said product description, an intent.

4. (Currently amended) ~~The system according to claim 1~~ The memory according to claim 1 providing said customizable application wherein said object relates to resources available to produce finished products, and said unification builder links at least two spreadsheet blocks in accordance with a production flow graph of production processes starting from raw materials and terminating in the finished product to generate a unified estimation spreadsheet for fulfilling the producing the finished product in a product description, intent.

5. (Currently amended) ~~The system according to claim 1~~ The memory according to claim 1 providing said customizable application wherein a spreadsheet script defines an end user defined intermediate parameter having a computed value in accordance with a given set of input values which is capable of being manually overwritten by an end user.

6. (Currently amended) ~~The system according to claim 1~~ The memory according to claim 1 providing said customizable application wherein the end user ~~customizable computer spreadsheet application based expert system~~ is designed for providing information regarding ~~an intent~~ a product description for producing at least one unit of a printed finished product and is capable of receiving impositioning information regarding ~~its~~ a printed component of said printed finished product components.

7. (Currently amended) ~~The system according to claim 6 wherein the end user customizable computer spreadsheet application based expert system~~ The memory according to claim 6 providing said customizable application wherein ~~includes~~

a first spreadsheet block for modeling ~~[[the]]~~ a production of paper components of ~~[[a]]~~ said printed finished product, a second spreadsheet block for modeling ~~[[the]]~~ a production of non-paper components of ~~[[a]]~~ said printed finished product, and a third spreadsheet block for modeling ~~[[the]]~~ an integrating of at least one paper component ~~[[and/or]]~~ and at least one integrated component ~~[[and/or]]~~ and at least one non-paper component.

8. (Currently amended) ~~A method Method of operation of an end user eustomizable computer spreadsheet application based expert system for providing information regarding production of a product, the method comprising the steps of:~~

- (a) providing at least one end user editable spreadsheet each with at least one spreadsheet block each relating to a particular class of an object and having:
  - i) at least one input spreadsheet cell each associated with an input parameter selected by an end user from a plurality of input parameters,
  - ii) at least one output spreadsheet cell each associated with an output parameter selected by an end user from a plurality of output parameters, and
  - iii) at least one spreadsheet script for receiving input values from said at least one input spreadsheet cell, computing output values of said at least one end user selected output parameter, and returning output values to their associated output spreadsheet cells; and
- (b) generating a unified spreadsheet from at least two spreadsheet blocks whose relations are defined from an input graph. ~~selectively linking at least two spreadsheet blocks in accordance with an input graph determined in accordance with the intent to generate at least one unified spreadsheet enabling the chaining of at least one production information item between a pair of its constituent spreadsheet blocks,~~

9. (Currently amended) The method according to claim 8 wherein the object relates to the construction of a finished product ~~products~~, and step (b) includes linking at least two spreadsheet blocks in accordance with a product description graph logically representing the finished product to generate at

least one unified ~~Intent-To-Production (ITP)~~ production plan spreadsheet including at least one feasible ~~production plan~~ for fulfilling the production plan intent.

10. (Currently amended) The method according to claim 9 wherein a spreadsheet block includes instructions for user prompts for assisting in the entry of a production plan ~~an intent~~.

11. (Currently amended) The method according to claim 8 wherein the object relates to resources available to produce finished products, and step (b) includes linking at least two spreadsheet blocks in accordance with a production flow graph of production processes starting from raw materials and terminating in the finished product to generate a unified estimation spreadsheet for fulfilling the production plan intent.

12. (Original) The method according to claim 8 wherein a spreadsheet script defines an end user defined intermediate parameter having a computed value in accordance with a given set of input values which is capable of being manually overwritten by an end user.

13. (Currently amended) The method according to claim 8 comprising wherein ~~the end-user-customizable computer spreadsheet application-based expert system is designed for providing information regarding an intent~~ a production plan for producing at least one unit of a printed finished product; and ~~is capable of receiving impositioning information regarding its printed components of said printed finished product.~~

14. (Currently amended) The method according to claim 13, comprising: ~~wherein the end-user-customizable computer spreadsheet application-based expert system includes~~ providing a first spreadsheet block for modeling the production of paper components of a printed finished product, a second spreadsheet block for modeling the production of non-paper components of a printed finished product, and a third spreadsheet block for modeling the integrating of at least one paper component ~~and/or and~~ and at least one integrated component ~~and/or and~~ and at least one non-paper component.

15. (Currently amended) A distribution medium for distributing a computer program comprising instructions which, when executed by a computer, perform the steps of: (a) providing at least one end user editable spreadsheet block each relating to a particular class of an object and having:

- i) at least one input spreadsheet cell each associated with an input parameter selected by an end user from a plurality of input parameters,
  - ii) at least one output spreadsheet cell each associated with an output parameter selected by an end user from a plurality of output parameters, and
  - iii) at least spreadsheet script for receiving input values from at least one input spreadsheet cell, computing output values of at least one end user selected output parameter, and returning output values to their associated output spreadsheet cells; and
- b) providing a hard coded unification builder to generate a unified spreadsheet from at least two spreadsheet blocks whose relations are defined from an input graph. ~~for selectively linking at least two spreadsheet blocks in accordance with an input graph determined in accordance with the intent to generate at least one unified spreadsheet enabling the chaining of at least one production information item between a pair of its constituent spreadsheet blocks.~~

16. (Currently amended) The medium according to claim 15 wherein said object relates to the construction of finished products, and said unification builder links at least two spreadsheet blocks in accordance with a product description graph logically representing ~~the~~ a finished product to generate at least one unified production plan ~~Intent-To-Production (TIP)~~ spreadsheet including at least one feasible ~~production~~ plan for fulfilling a production plan, ~~the intent.~~

17. (Currently amended) The medium according to claim 16 wherein a spreadsheet block includes instructions for user prompts for assisting in the entry of a production planan-intent.

18. (Currently amended) The medium according to claim 15 wherein said object relates to resources available to produce finished products, and said unification builder links at least two resource spreadsheet blocks in accordance with a production flow graph of production processes starting from raw materials and terminating in the finished product to generate a unified estimation spreadsheet for fulfilling a production plan, ~~the intent~~.

19. (Original) The medium according to claim 15 wherein a spreadsheet script defines an end user defined intermediate parameter having a computed value in accordance with a given set of input values which is capable of being manually overwritten by an end user.

20. (Currently amended) The medium according to claim 15 wherein ~~said instructions~~the end user customizable computer spreadsheet application based expert system is designed ~~for providing~~ provide information regarding ~~an intent~~ a production plan for producing at least one unit of a printed finished product and ~~is capable of receiving~~ receive ~~impositioning~~ information regarding its printed components of said printed product.

21. (Currently amended) The medium according to claim 20 wherein ~~said instructions~~the end user customizable computer spreadsheet application based expert system includes ~~provide~~ a first spreadsheet block for modeling the production of paper components of a printed finished product, a second spreadsheet block for modeling the production of non-paper components of a printed finished product, and a third spreadsheet block for modeling the integrating of at least one paper component and ~~and/or~~ at least one integrated component ~~and/or~~ and at least one non-paper component